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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/868,435	10/01/2001	Daniel Doll-Steinberg	69512.000004	1453
21967 7590 09/26/2008 HUNTON & WILLIAMS LLP INTELLECTUAL PROPERTY DEPARTMENT 1900 K STREET, N.W. SUITE 1200 WASHINGTON, DC 20006-1109			EXAMINER SHERR, CRISTINA O	
			ART UNIT 3685	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

09/868,435

Applicant(s)

DOLL-STEINBERG, DANIEL

Examiner

CRISTINA OWEN SHERR

Art Unit

3685

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 01 July 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 26-31 and 50-76 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 26-31, 50-76 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SF/88)
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date: _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date: _____

DETAILED ACTION

1. This communication is in response to Applicant's Amendment filed July 1, 2008. Claims 26-31 and 50-76 are currently pending in this case. Claims 26-28, 31, 50-51, 54, 56-57, 62-66, 71, and 76 are currently amended.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on July 1, 2008 has been entered.

Response to Arguments

3. Applicant's arguments with respect to the claims, as currently amended, have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 26-31, 69, 71, and 76 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dolphin (US 5,457,746).
6. Regarding claim 26 –

7. Dolphin discloses a system for manufacturing on demand at a local site digital information products on physical media, comprising:

(a) a local mass data storage device at the local site storing digital information for a plurality of different digital information products (e.g. col 2 ln 55-56, fig 2-31, where digital information is being stored on the publisher's computer or similar local site); and
(b) a remote licensing control center issuing, in response to a product release request, a unique release code electronically (e.g. col 2 ln 55-56, col 4 ln 65-67 fig 2-23, where remote billing/access center provides the access code, equivalent to unique release code so that the data may be decrypted or released) ;

the system further comprising at the local site:

(c) a local release connected to a user interface and an output, the user interface receiving a request from a customer for a selected digital information product including the physical media carrying the digital information, and the output issuing the product release request to the remote licensing control center (e.g. col 4 ln 55-67);
(d) a local control unit responsive to the unique release code from the remote licensing control center authorizing physical production of the digital information product; (e.g. col 5 ln 7-16 where publisher's local computer with access code on PCMCIA creates CD-ROM with digital data and access code or key for decrypting data on the CD-ROM)
(e) a local media generator generating the selected digital information product by storing on the physical media the digital information and by recording on the physical media the issued unique release code; (e.g. col 5 ln 7-16 where publisher's local computer with

access code on PCMCIA creates CD-ROM with digital data and access code or key of the data on the CD-ROM).

8. Dolphin does not specifically disclose a packaging generator producing physical media packaging for the selected digital information product for packaging the physical media for supply to the customer. However, at col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address.

9. Regarding claim 27 –

10. Dolphin discloses wherein the unique release code includes a license number; and in which the packaging generator is arranged to print at least one of the license number and the customer's name onto the media packaging, (e.g., col 5 ln40-45 col 5 ln 57-60

11. where attributes are used to define charges for access to data or manner of use of data, e.g. "on demand" or "one time" and attribute is bound to the decryption key or release code col 6 ln 11-15).

12. Regarding claim 28 –

13. Dolphin suggests wherein the unique release code includes a license number; and in which there is further included a certificate of authenticity generator arranged to generate a certificate of authenticity including at least one of the license number and the

customer's name. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc).

14. Regarding claim 29 –

15. Dolphin suggests wherein a media generator is arranged to include a user-defined personalization applied to at least one of the surface of the media, and the digital information stored on the media. (col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address, and name, both of which are defined by the user. Also, e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc).

16. Regarding claim 30 –

17. Dolphin discloses wherein a media generator includes a media writer. (e.g. col 4 ln 25-30, how else to store data on a CD-ROM and the send it away by U.S. mail if not by media writer of one sort or another?).

18. Regarding claim 31 –

19. Dolphin discloses wherein the product release code includes a license number, and in which the media generator includes a printer arranged to print onto a surface associated with the selected digital information product at least one of the license

number and the customer's name. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc, also col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name.)

20. Regarding claim 76 –

21. Dolphin discloses a system in which the input means are further for input of a request from the customer for including in the selected product customer-personalized information and for input of details concerning the personalized information, and the output means are further for issue of data representing the personalized information, and in which the said local control unit is responsive to the data representing the personalized information to control application of the information to the selected product and the media generator is arranged to include the personalized information in the selected product. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information, defined and selected by the user, as names, addresses, etc).

22. Regarding claim 50 –

23. Dolphin discloses a method of manufacturing on demand at a point of sale digital information products on physical media comprising:

(a) receiving, at the point of sale, input of a request from a customer for a selected digital information product including the physical media carrying the digital information; (e.g. col 4 ln 55-67);

(b) issuing, from the point of sale, to a remote licensing control center a product release request to issue a unique release code electronically; (e.g. col 2 ln 55-56, col 4 ln 65-67 fig 2-23, where remote billing/access center provides the access code, equivalent to unique release code so that the data may be decrypted or released) ;

(c) obtaining, at the point of sale, the unique release code from the remote licensing control center in response to the issued product release request; (e.g. col 5 ln 7-16 where publisher's local computer with access code on PCMCIA creates CD-ROM with digital data and access code or key for decrypting data on the CD-ROM)

(d) authorizing physical production of the selected digital information product in response to the obtained unique release code; (e.g. col 5 ln 7-16 where publisher's local computer with access code on PCMCIA creates CD-ROM with digital data and access code or key for decrypting data on the CD-ROM)

(f) generating the selected digital information product, at the point of sale, by storing on the physical media the digital information and by recording on the physical media the unique release code; (e.g. col 5 ln 7-16 where publisher's local computer with access code on PCMCIA creates CD-ROM with digital data and access code or key of the data on the CD-ROM).

and

24. Dolphin does not specifically disclose a packaging generator producing physical media packaging for the selected digital information product for packaging the physical media for supply to the customer. However, at col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address.

25. Regarding claim 51 –

26. Dolphin discloses wherein the unique release code is associated with the customer. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc, also col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name.)

27. Regarding claim 52 –

28. Dolphin discloses wherein the media includes packaging; the release code includes a license number; and the license number is printed onto the packaging. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and

thus would likely include such identifying information as license numbers, names, addresses, etc, also col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name. Further, it would be obvious to go ahead and print whatever is helpful on the package, not only a name and address, but license number or anything else you want.)

29. Regarding claim 53 –

30. Dolphin discloses a method in which the customer's name is printed onto the packaging. (e.g. col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name.)

31. Regarding claim 54 –

32. Dolphin discloses a method in which the unique release code is electronically stored on the media along with the customer-selected information. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information, defined by the user, as license numbers, names, addresses, etc).

33. Regarding claim 55 –

34. Dolphin discloses a method in which information representative of the customer is electronically stored on the media. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc).

35. Regarding claim 56 –

36. Dolphin discloses a method in which the unique release code includes a license number and the license number is printed onto a surface associated with the selected product. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc, also col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name. Further, it would be obvious to go ahead and print whatever is helpful on the package or surface of the media, not only a name and address, but license number or anything else you want.)

37. Regarding claim 57 –

38. Dolphin discloses a method in which the customer's name is printed onto the surface associated with the selected digital information product. (e.g. col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the

publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name. Further, it would be obvious to go ahead and print whatever is helpful on the package or surface of the media, not only a name and address, but license number or anything else you want.)

39. Regarding claim 58 –

40. Dolphin discloses a method including producing a certificate of authenticity at the point of sale containing the release code. (e.g. col 5 ln 7-16 where publisher's local computer with access code on PCMCIA creates CD-ROM with digital data and access code or key for decrypting data on the CD-ROM)

41. Regarding claim 59 –

42. Dolphin discloses a method including adding the customer's name to the certificate of authenticity. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as license numbers, names, addresses, etc).

43. Regarding claim 60 –

44. Dolphin discloses a method including receiving from the customer at the point of sale a user-defined media personalization, and adding the personalization to the media. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information, defined and selected by the user, as names, addresses, etc).

45. Regarding claim 61 -

46. Dolphin does not specifically disclose a packaging generator producing physical media packaging for the selected digital information product for packaging the physical media for supply to the customer. However, at col 4 ln 25-38, in Dolphin, where the publisher, 21, distributes the data on CD—ROM via the US Post Office, or interoffice mail it would be obvious to one of ordinary skill in the art that the publisher is somehow making the CD-ROM suitable for mailing via US mail. Such suitability would normally include some kind of physical mailing envelope labeled with, *inter alia*, the recipient's address and name, which would thus personalize the packaging.

47. Regarding claim 62 –

48. Dolphin discloses a method in which the personalization is electronically stored on the media along with the customer-selected digital information. (e.g. col 6 ln 11-15, it is obvious that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information, defined by the user, as names, addresses, etc).

49. Regarding claim 63 –

50. Dolphin discloses a method in which the unique release code is issued at the licensing control center and is sent electronically to the point of sale on receipt of the customer request. (e.g. col 2 ln 55-56, col 4 ln 65-67 fig 2-23, where remote billing/access center provides the access code, equivalent to unique release code so that the data may be decrypted or released) ;

51. Regarding claim 64 –

52. Dolphin discloses a method including storing at the point of sale a plurality of customer requests, receiving at the licensing control center the plurality of customer

requests; and issuing from the licensing control center and sending to the point of sale a plurality of unique release codes in response to the plurality of customer requests. (e.g. col 2 ln 55-56, col 4 ln 65-67 fig 2-23, where remote billing/access center provides the access code, equivalent to unique release code so that the data may be decrypted or released)

53. Regarding claim 65 –

54. Dolphin discloses a method as claimed in claim 50 in which a plurality of unique release codes are issued at the licensing control center and transmitted electronically in advance to the point of sale, one of the unique release codes being associated with the customer on receipt of the customer request. (e.g. col 7 ln 48-57, note that here, there is the option of having the release codes, equivalent to key in Dolphin already on the card, so that they need not be requested from the remote database).

55. Regarding claim 66 –

56. Dolphin discloses a method including keeping a cumulative record at the point of sale of all supplied media and associated unique release codes, and forwarding the record electronically to the licensing control center. (e.g. col 8 ln 53-67).

57. Regarding claim 67 –

58. Dolphin discloses a method in which the customer request is made by a customer not physically present at the point of sale. (e.g. col 4 ln 23-38)

59. Regarding claim 68 –

60. Dolphin discloses a method in which the customer request is made by a customer not physically present at the point of sale, via a communications medium, with

the media being prepared at the point of sale for later collection by or delivery to the customer. (e.g. col 4 ln 23-38)

61. Regarding claim 69 –

62. Dolphin does not specifically disclose a method further including receiving a request from the customer for a student sale, the request including a student number; validating the student number with reference to a representation of valid student numbers; and authorizing the student sale depending upon the validation. However, it would be obvious to one of ordinary skill in the art that the KMID of Dolphin is used to show authenticity and thus would likely include such identifying information as names, addresses, or anything else that might be helpful such as student numbers, license numbers, and so forth and that they must be shown to be valid. (e.g. col 6 ln 11-15)

63. Regarding claim 71 –

64. Dolphin discloses a method as claimed in claim 50 further including storing a code at the point of sale or at the licensing control center; and precoding the media with the code before storage of the customer selected information. (e.g. col 7 ln 48-57, note that here, there is the option of having the release codes, equivalent to key in Dolphin already on the card, so that they need not be requested from the remote database.

65. Claims 70, and 72-75 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dolphin (US 5,457,746) in view of Grundy (US 5,291,598).

66. Dolphin discloses as discussed.

67. Regarding claim 70 –

68. Grundy discloses receiving a request from the customer for an upgrade sale, the request including a previous license number; validating the previous license number with reference to a representation of valid previous license numbers; and authorizing the upgrade sale depending upon the validation. (fig 2b).

69. Regarding claim 72 –

70. Grundy discloses a method in which the code is unique to the fulfillment unit. (fig 2, fig 4).

71. Regarding claims 73-75 –

72. Grundy discloses a method further including receiving from the customer a request including a user-defined selection of products; and storing at the point of sale the request for user-defined selection of products for access by the customer, in which the user-defined selection of products comprises a gift list, and in which the user-defined selection of products comprises a list compiled by an educational establishment. (fig 6). Note that it would be obvious to make any type of list of ownership records or any type of selection of products, including but not limited to gift lists, and school lists.

73. It would have been obvious to one of ordinary skill in the art to combine Dolphin and Grundy since both are in the field of software manufacture and duplication and personalization is a standard technique in sales.

74. Examiner's Note: Although Examiner has cited particular columns, line numbers and figures in the references as applied to the claims above for the convenience of the applicant(s), the specified citations are merely representative of the teaching of the prior

art that are applied to specific limitations within the individual claim and other passages and figures may apply as well. It is respectfully requested that the applicant(s), in preparing the response, fully consider the items of evidence in their entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

Conclusion

75. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
76. Richardson, III (US 5,490,216) discloses a system for software registration.
77. Slik et al (US 5,809,145) disclose a system for distributing digital information.
78. Katz et al (US 5,926,624) disclose digital information library and delivery system with logic for generating files targeted to the playback device.
79. Ecklund (US 4,853,843) discloses a system for merging virtual partitions of a distributed database.
80. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CRISTINA OWEN SHERR whose telephone number is (571)272-6711. The examiner can normally be reached on 8:30-5:00 Monday through Friday.
81. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Calvin L. Hewitt, II can be reached on (571)272-6709. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

82. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Cristina Owen Sherr
AU 3685

/Calvin L Hewitt II/

Supervisory Patent Examiner, Art Unit 3685